

Strafford County Regional Public Health Network Substance Misuse Prevention Workplan, SFY 2018

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The following workplan was derived from the Strafford County 2016-2019 Strategic Plan for substance misuse prevention ([Link to Strategic Plan](#)) and from the region's proposal to serve as the region's public health network in the area of substance misuse prevention. In contrast to the Strategic Plan, a public document, this workplan is intended to be an internal working document, for use by the Substance Misuse Prevention Coordinator for implementation, the NH Department of Health and Human Services, Bureau of Drug and Alcohol Services for implementation and oversight and the Center for Excellence (CFEx) for technical assistance.

Section 1: Goals and Objectives for Building Capacity in the Region

Goal 1	Strengthen the capacity of the Stafford County Regional Public Health Network to address substance misuse prevention by increasing sector engagement 15%. (Stakeholder Survey)
Objective	Increase engagement of the business, education and health/medical sectors by one member each on the Prevention Leadership Workgroup.
Objective	Demonstrate an increase in collaborative funding to address substance misuse prevention.
Objective	Increase the prevention network membership and engagement by 10% of members who attend at least 50% of the Leadership Workgroup meetings
Strategic Approach	
Strategy 1: Regional Network System Facilitation	
Strategy 2: Member/Partner Sector Recruitment and Engagement	

Strategy 1: Regional Network System Facilitation			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Convene monthly Prevention Leadership Workgroup	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Community-Based Process, Prevention Education, Information Dissemination	Increase community connection and collaboration Increase strength of policies regarding substance misuse prevention Provide more/variety of community activities Exposure to prevention messages
Convene quarterly Student Assistance Counselor Collaborative Group	Education	Community-Based Process, Prevention Education, Alternative Activities, Problem ID and Referral, Information Dissemination	Increase community connection and collaboration Increase access to services Provide more/variety of alternative activities Increase in connectedness of high-risk and high-need populations to providers and resources Exposure to prevention messages
Participate in Prevention Treatment and Recovery	Education, Business, Law Enforcement, Health and	Community-Based Process, Prevention Education,	Increase community connection and collaboration Increase access to services Increase in connectedness of high-risk and high-need populations to providers and resources

Roundtable Meetings	Medical, Government, Community Supports	Information Dissemination	
Convene quarterly Coalition Coordinators Meeting	Community Supports	Community-Based Process, Prevention Education, Alternative Activities, Information Dissemination	Increase community connection and collaboration Provide more/variety of alternative activities Age of first use Perception of peer or parent disapproval Perception of harm Exposure to prevention messages
Attend Monthly Opioid/Addiction Taskforce Meeting	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Community-Based Process, Prevention Education, Information Dissemination	Increase community connection and collaboration Provide more/variety of alternative activities Age of first use Perception of peer or parent disapproval Perception of harm Exposure to prevention messages Increase engagement in regional prevention efforts

Strategy 2: Member/Partner Sector Recruitment and Engagement			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Send quarterly newsletter to Network members with information and resources	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Information Dissemination	Increase community connection and collaboration Increase engagement in regional prevention efforts Increase knowledge of prevention programs/resources/activities Exposure to prevention messages Parental communication about substance misuse
Connect with and engage LGBTQ youth organizations to provide education related to mental health and substance use	Community Supports	Community-Based Process, Prevention Education, Information Dissemination	Community connection and collaboration Connectedness of high-risk and high-need populations to providers and resources Exposure to prevention messages Supportive community environment Trauma and mental health challenges Age of first use Perception of peer or parent disapproval Perception of harm

Goal 2	Increase public awareness and education to the harm and consequences of alcohol and drug misuse
Objective	Produce and disseminate effective messages for a range of topics and audiences regarding the risk and harm of alcohol and drug misuse.
Objective	Develop media strategies related to the prevention of use of alcohol, marijuana, and prescription drugs for multiple populations including youth, adults/parents, and young adults.
Strategic Approach	
Strategy 1: Public Awareness/Education Campaigns	

Strategy 1: Public Awareness/Education Campaigns			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Disseminate local and state prevention messaging media campaigns throughout Strafford County	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Information Dissemination	Increase community connection and collaboration Exposure to prevention messages Access to substances Parental communication about substance misuse Parental monitoring Perception of peer or parent disapproval Perception of harm
Develop two Letters to the Editor and provide interviews as a subject matter expert for local media outlets	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Information Dissemination	Increase community connection and collaboration Increase engagement in regional prevention efforts Increase knowledge of prevention programs/resources/activities Exposure to prevention messages Parental communication about substance misuse
Promote and support outreach and messaging efforts of local youth to youth/youth empowerment teams	Community Supports	Community-Based Process, Information Dissemination	Community connection and collaboration Connectedness of high-risk and high-need populations to providers and resources Exposure to prevention messages Supportive community environment Age of first use Perception of peer or parent disapproval Perception of harm

Goal 3	Promote the implementation of three effective policies, practices and/or programs across and within the region
Objective	Provide on-going training and technical assistance to partners and regional network members
Objective	Promote on-going data collection, analysis and reporting to support sustained policies, practices and programs
Strategic Approach	
Strategy 1: Technical Assistance Strategy 2: Evidence-informed Policy and Practice Implementation Strategy 3: Utilize Data to Develop Prevention Strategies	

Strategy 1: Technical Assistance			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Provide technical assistance to regional network members	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Community-based Process, Prevention Education, Problem ID and Referral, Environmental	Increase community connection and collaboration Exposure to prevention messages Access to substances Parental communication about substance misuse Parental monitoring Perception of peer or parent disapproval Perception of harm

Strategy 2: Evidence-informed Policy and Practice Implementation			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Host six Lunch and Learn Events with local businesses to promote effective prevention strategies in the workplace	Business, Law Enforcement, Health and Medical	Community-Based Process, Information Dissemination	Increase community connection and collaboration Increase strength of policies regarding substance misuse prevention in the workplace Increase engagement in regional prevention efforts Exposure to prevention messages Access to substances Parental communication about substance misuse
Partner with Farmington and Barrington Middle schools to implement youth empowerment programs	Education	Community-Based Process, Information Dissemination,	Community connection and collaboration Connectedness of high-risk and high-need populations to providers and resources Exposure to prevention messages Supportive community environment Age of first use

		Environmental, Prevention Education	Perception of peer or parent disapproval Perception of harm
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Strategy 3: Utilize Data to Develop Prevention Strategies

Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Provide Emerging Drug Trends presentation and information to local partners	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Community-Based Process, Information Dissemination, Environmental, Prevention Education	Age of first use Perception of peer or parent disapproval Perception of harm Access to substances
Establish Prevention Leadership Workgroup subcommittee to identify and collect data in order implement prevention strategies	Education, Business, Law Enforcement, Health and Medical, Government, Community Supports	Community-Based Process, Information Dissemination, Environmental, Prevention Education	Age of first use Perception of peer or parent disapproval Perception of harm Access to substances Exposure to prevention messages (seen, read or heard) Feeling That You Matter in the Community Community Readiness Getting Help for Mental Health Concerns Community Service Resiliency
Host two focus groups to obtain qualitative data that will be used to direct prevention efforts	Community Supports	Problem ID & Referral	Community Readiness Age of first use Perception of peer or parent disapproval Perception of harm Access to substances

Section 2: Goals and Objectives for Substance Misuse Prevention in the Region

Goal 1	Decrease the percentage of high school aged youth who report using alcohol in the past 30 days from 31% (2015) to 28% by 2019 using YRBS data.
Objective	Increase the percentage of students who agree or strongly agree that their parents or other adults in their family have clear rules and standards for their behavior from 78% to 82% by 2019.
Objective	Increase the percentage of students who talked with their parents about the dangers of drug and alcohol use from 48.3% to 50% by 2019.
Objective	Decrease the percentage of students who felt sad or hopeless from 28% to 25% by 2019.
Strategic Approach	
Strategy 1: Parent, Family and Community Education Strategy 2: Local Prevention Messaging Campaign Strategy 3: Coordinated School Health Strategy 4: Social and Retail Access	

Strategy 1: Parent, Family and Community Education			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Partner with the New Hampshire Teen Institute to provide an evidence based parent education program in Strafford County	Community Supports,	Community-Based Process, Prevention Education, Information Dissemination Environmental,	Community connection and collaboration Exposure to prevention messages Trauma and mental health challenges Age of first use Perception of peer or parent disapproval Perception of harm Social norms Access to substances
Coordinate family & parent information events within Strafford County	Community Supports, Education, Law Enforcement,	Community-Based Process, Prevention Education, Information Dissemination Environmental,	Exposure to prevention messages Perception of harm Access to substances Modeling appropriate behaviors Age of first use Community connection Positive social experiences

Strategy 2: Local Prevention Messaging Campaign			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
School & community wide messaging campaign	Community Supports, Education, Law Enforcement, Health & Medical, Government, Business	Prevention Education, Information Dissemination Environmental	Exposure to prevention messages Perception of harm Access to substances Modeling appropriate behaviors Age of first use Community connection Positive social experiences Perception of disapproval by peers/parents Strong school and community policies
Four substance misuse topic briefs developed and distributed to community and school newsletters	Community Supports, Education, Business	Information Dissemination	Exposure to prevention messages Perception of harm Access to substances Modeling appropriate behaviors Age of first use Community connection Positive social experiences
Collaborate with local prevention partners to establish and implement a full messaging campaign and event timeline for National Prevention Week	Community Supports, Education, Law Enforcement, Health & Medical, Government, Business	Prevention Education, Alternative Activities, Information Dissemination, Problem ID & Referral, Community-Based Process, Environmental	Age of first use Parental monitoring Parental communication about substance misuse Parental rules and standards Perception of peer or parent disapproval Perception of parental disapproval Perception of harm Access to substances Exposure to prevention messages (seen, read or heard) Feeling That You Matter in the Community Community Readiness Getting Help for Mental Health Concerns Community Service Resiliency

Strategy 3: Coordinated School Health			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Promote the implementation and evaluation of a comprehensive health and wellness curriculum for K-12	Education	Prevention Education, Information Dissemination, Environmental	Exposure to prevention messages Perception of harm Access to substances Modeling appropriate behaviors Age of first use Community connection Positive social experiences Perception of disapproval by peers/parents Strong school and community policies

Strategy 4: Social and Retail Access			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Collaborate with Law Enforcement to provide two opportunities for alcohol vendor/server Compliance Checks	Law Enforcement, Business	Community Based Process, Problem ID & Referral	Perception of harm Access to substances
Provide responsible serving and selling education for local alcohol-serving establishments	Business, Law Enforcement, Community and Family Supports	Prevention Education, Information Dissemination, Environmental, Community Based Process, Problem ID & Referral	Perception of harm Access to substances Age of age of first use

Goal 2	Decrease the percentage of high school aged youth who report misusing prescription drugs in their lifetime from 17.6% (2015) to 14% by 2019
Objective	Decrease the percentage of high school aged youth who think it would be very easy for them to get a prescription drug without a doctor's prescription if they wanted to from 18.7% to 15% by 2019.
Objective	Increase the percentage of high school aged youth that their friends think it is wrong or very wrong for youth to misuse prescription drugs from 75% to 80% by 2019.
Strategic Approach	
Strategy 1: Parent and Community Awareness	
Strategy 2: Health and Medical Provider Education	

Strategy 1: Parent and Community Awareness			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Prescription Drug Take Back Day	Community Supports, Law enforcement,	Community-Based Process, Information Dissemination, Environmental,	Community connection and collaboration Exposure to prevention messages Age of first use Perception of peer or parent disapproval Perception of harm Access to substances Modeling appropriate behaviors Parental monitoring
Coordinate community and school awareness events and speaking opportunities	Education, Community Supports	Community-Based Process, Information Dissemination	Community connection and collaboration Exposure to prevention messages Age of first use Perception of peer or parent disapproval Perception of harm Access to substances Modeling appropriate behaviors Parental monitoring
Older adult prescription medication education	Community Supports, Business, Health & Medical,	Community-Based Process, Prevention Education, Information Dissemination Environmental,	Exposure to prevention messages Perception of harm Access to substances Modeling appropriate behaviors Age of first use

Strategy 2: Health and Medical Provider Education			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Provide on-going training and technical assistance to health and medical providers for prescription monitoring and prescribing practices	Health and Medical	Information Dissemination, Prevention Education	Community connection and collaboration Exposure to prevention messages Age of first use Perception of harm Access to substances
Provide education and awareness to home health providers regarding safe medication practices	Health and Medical	Information Dissemination, Prevention Education	Community connection and collaboration Exposure to prevention messages Age of first use Perception of harm Access to substances

Goal 3	Decrease the percentage of high school aged youth who have seriously thought about killing themselves from 19.6% (2015) to 18% by 2019.
Objective	Increase the percentage of middle school aged youth who strongly agree/agree that they feel they matter to people in their community from 56.1% (2017) to 58% by 2019.
Objective	Decrease the percentage of middle school aged youth who report feeling so sad or hopeless almost every day for two weeks or more in a row from 28.2% (2017) to 26% by 2019.
Objective	Increase partner and stakeholder collaboration in mental health efforts, especially related to substance use.
Strategic Approach	
Strategy 1: Peer Mental Health Education and Support	
Strategy 2: Health and Medical Provider Education	

Strategy 1: Peer Mental Health Education and Support			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Collaborate with partners to research, establish and/or	Community Supports, Education,	Community Based Process, Prevention	Feeling that you matter in the community Community readiness Getting help for mental health concerns

implement an evidence based program related to peer mental health support and substance misuse	Law Enforcement, Health & Medical, Government, Business	Education, Environmental	Community service Resiliency Age of first use Perception of risk
Implement one media messaging campaign on the relationship of mental health and substance misuse	Health and Medical, Community Supports, Education, Business	Information Dissemination, Environmental	Feeling that you matter in the community Community readiness Getting help for mental health concerns Community service Resiliency Perception of risk

Strategy 2: Health and Medical Provider Education			
Activities	Sector Addressed	CSAP Prevention Strategy	Risk or Protective Factor Addressed
Provide on-going training and technical assistance to health and medical providers, counselors for mental health screening	Health and Medical, Education	Information Dissemination, Prevention Education, Problem ID & Referral	Community connection and collaboration Exposure to prevention messages Age of first use Perception of harm Access to substances
Provide education and awareness to mental health providers regarding youth mental health and substance misuse	Health and Medical, Community Supports, Education	Information Dissemination, Prevention Education, Problem ID & Referral	Community connection and collaboration Exposure to prevention messages Age of first use Perception of harm Access to substances